



The Art of Segmentation: Are Your Talent Pool Communications Harming Your Recruitment?

Chris Bogh
Chief Technology Officer
Eploy

In this mini series of articles, we're looking at talent pool management and how it is becoming a vital recruiting tool. This is particularly true in the current candidate-driven recruitment market. In fact, the UK could reach full employment in 2016, triggering a period of extreme candidate scarcity. In such a competitive market the ability to quickly market to a warm pool of passive candidates could be vital for making successful placements.

Last month we talked about getting your candidates into your talent pool. But once they're into your talent pool, what is the best way to market to them?

With all talent pool communications the key is to be relevant, timely and interesting.

One of the worst talent pool mistakes recruiters can make is for the candidate to receive either no communications or inappropriate ones. The way to guard against this is to segment the talent within your pools. It varies from business to business, but segmenting by some of these factors may be a good start:

- **Geography** - consider not only where the candidate lives now, but where the candidate is looking for work.
- **Language** - consider not only second language, but also language level. There's a big difference between 'basic' and 'fluent'.
- **Career Stage** - managerial candidates won't be interested in entry level positions and vice versa.

- **Skills** - The skills you will likely need to meet future hiring, it helps if you can organise skills into a logical hierarchy.
- **Qualifications** - Not only academic but vocational qualifications - such as CIM for marketers.

The above five factors can often be gleaned from CV's and past applications. But the missing piece is one that potentially offers the greatest advantage - engagement level. This is a good indicator of how receptive they may be to a direct approach. Like marketers you need to know how engaged each talent is with your business. For example: How often do they open your emails? Do they click on links to your jobs? When did they last update their profile or CV with you? Do they follow your social media channels?

Combining candidate attributes, such as skills, location and qualifications, with their engagement level enables you to pinpoint the warmest candidates when the time comes to recruit.

To maintain relevant communications, your talent pool data must be up to date. You need to decide which data is important to collect from the candidate and what you can do without. It is a fine balance between asking the candidate for too little and too much information. That said, marketing to the wrong segment is potentially damaging.

Accurate segmentation of your database is a step on the path to good talent pool communication practice. Next month, we'll discuss the process of carefully planning the content of your communications to ensure it is relevant and interesting.



Faster, Smarter Recruitment Software for in house recruitment

- Source top talent, directly.
- Build and nurture your talent pool.
- Communicate your employer brand.
- Accelerate your time to hire.
- Improve your candidate experience
- Manage your vendors efficiently.

Applicant Tracking & Talent Management Software in the Cloud

Tel: (UK) 0800 073 42 43

Email: info@eploy.co.uk

Tel: (Int) +44 01562 637199

Visit: www.eploy.co.uk